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STATE OF WASHINGTON

WASHINGTON STATE LIQUOR CONTROL BOARD

1025 East Union • Olympia, Washington 98504-2531 • (206) 753-6262

October 30, 1990

****PUBLIC HEARING NOTICE**** 10-307

ADVERTISING REGULATIONS TO BE CONSIDERED

Liquor advertising will be the subject of discussion when the Liquor Control Board holds a public hearing on Wednesday, November 28, at the Board's Distribution Center in Seattle. The hearing, slated to begin at 9:30 a.m. will be in the Conference Rooms located at 4401 East Marginal Way South.

In proposing amendatory language to existing regulations, the Board cited a recent petition from the Washington State Medical Association and other interested persons as the reason for the proposal. The Board is proposing amending WAC 314-52-015 as follows:

- Making it illegal to have advertising that depicts as amusing either overconsumption or a state of intoxication;
- Prohibiting advertising which implies that the use of liquor enhances professional or social achievement. (It is already illegal to imply that consumption might enhance athletic prowess.)
- Producing any advertising that is designed or intended to attract persons under the legal age of consumption to consume alcoholic beverages; and,
- Having any direct association between toys or clothing in children's sizes or intended for children and brand recognition of any liquor products.

The Board will consider adding a new section to the Washington Administrative Code which would establish penalties for violations of advertising regulations. Advertising in violation of the regulations may result in suspension of a liquor license for a period of up to one year. The board would have the authority to impose a monetary penalty in lieu of, or in addition to, the suspension for violations of the regulations.

The public is invited to participate in the hearing and persons who do not wish to attend, may send their written comments to the Liquor Control Board, 1025 East Union, Olympia, WA 98504, Attention: Carter Mitchell, Public Information Officer. Written comments must be submitted by November 26, 1990 in order to be considered by the Board.

The Board will not make a final determination on the proposals until after the first of the year. The hearing, which directly impacts the liquor industry, the news media, consumers and professional groups is expected to draw considerable interest.

(News Editors: Actual language is on back for your convenience. Questions? Call (206) 753-6276)

DEFENDANT'S
EXHIBIT

CASE
NO. C04-0360P

EXHIBIT
NO. 509

WBW-004527

TX509-001